

# CHECKPOINT *ACADEMY*

## Maintaining EAS Effectiveness



To achieve the greatest return on any investment, it is important to fully maximize and exploit its potential. Checkpoint Academy is designed to help retailers do just that, through a series of modular and interactive Web-based training programs. The Maintaining EAS (Electronic Article Surveillance) Effectiveness module is an essential ingredient in any successful EAS program. Designed for use in store, this training program provides sales associates with a comprehensive overview on EAS – from the individual components that make up a program to best practices at point-of-sale and how to deal with alarm situations safely and effectively.

- Complements ‘face-to-face’ EAS training programs
- Available on-demand for complete flexibility
- Delivers a clear and consistent message
- Improves staff interaction with customers
- Increases the ROI of EAS

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## MAINTAINING EAS EFFECTIVENESS

With shrinkage at a 10-year high (Global Retail Theft Barometer 2009), it is not only essential to implement class-leading EAS technology, but to ensure staff are well trained to effectively interact with it.



Using a combination of audio and visual aids, the Maintaining EAS Effectiveness training program provides easy-to-follow content which is explained in simple and relevant terms. The interactive and informative content ensures users are fully engaged, and scored training helps store managers and human resources identify areas for improvement.



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Upon successfully completing the Maintaining EAS Effectiveness training program, users will understand:

- What EAS is and why it is so important to a retail business
- The impact shoplifting has on everyone in the store, and in the wider community
- Which components make up an EAS program
- Best practices for handling EAS tags, labels and product protection solutions at the checkout
- How to effectively deal with EAS activations to deter thieves and increase sales opportunities

Powered by a Learning Management System (LMS) and available 24/7, users can progress through the course as work commitments permit,



allowing them to complete the training in stages or benefit from refreshers updates at a later date.

- Simple set-up – a computer and Internet connection are all that's needed
- Customization and multiple language options available
- Self-paced learning to suit all learning styles
- SCORM\* compliant

\*SCORM is a set of technical standards which specify how e-learning software should be built, and is the industry standard for e-learning interoperability.